her back then.

2047027758

Note for Woodward, Ellis

From: McCormick, Brendan

Date: Mon, Aug 14, 1995 3:50 PM

Subject: RE: Alix Friedman

To: Laufer, David; Woodward, Ellis

Cc: Carraro, Tara; Coughlin, Mary; Daragan, Karen; Kiley, Debbie; Merlo, Ellen

2047027758A

Suein is working on a story that will look at what might happen if FDA's regs go into effect. She will be basing much of her story on what happened with the 1971 television ad ban. She said that the ad ban created a barrier for new brands that benefitted Marlboro and PM. She will speculate that the FDA regs would do the same. I let her know that there probably wasn't too much we could offer her as we don't speculate.

A second story will look at the potential impact FDA jurisdiction will have on liability lawsuits. Her theory is that if FDA establishes jurisdiction and allows the product to be sold then they are essentially approving it for use. Could this have an impact on pending product liability suits?

Neither of the stories are being written for tomorrow but she would like to speak with someone asap.

Ellis: Do you want to handle the second story? As Suein is back from vacation, we might want to have someone bring her up to speed on the lawsuit and our position on FDA regulation..

From: Laufer, David on Mon, Aug 14, 1995 3:05 PM
Subject: RE: Alix Friedman
To: Woodward, Ellis
Cc: Carraro, Tara; Coughlin, Mary; Daragan, Karen; Kiley, Debbie; McCormick, Brendan; Merlo, Ellen

2047027758B

Yes. We'll have Brendan folo-up with Suein.

From: Woodward, Ellis on Mon, Aug 14, 1995 3:03 PM
Subject: RE: Alix Friedman
To: Laufer, David

2047027758C

So true. Do you want to take the lead w/Suin (who just called) on the ad stuff and then turn the litigation angle over to York? Pls advise.

From: Laufer, David on Mon, Aug 14, 1995 3:01 PM
Subject: RE: Alix Friedman
To: Firestone, Marc; Han, Vic; Lenzi, Jack; Merlo, Ellen; Parrish, Steve; Woodward, Ellis; York, Mike

2047027758D

Re: Suein's story, we never speculate...

From: Woodward, Ellis on Mon, Aug 14, 1995 2:57 PM
Subject: Alix Friedman
To: Firestone, Marc; Han, Vic; Laufer, David; Lenzi, Jack; Merlo, Ellen; Parrish, Steve; York, Mike

2047027758E

The WSJ is working on two stories. Alix is writing one which focuses on the FDA assertion, why now? She has heard from others in the industry that AAA was in fact a miscalculation, sending a signal to the FDA that we would accept much that is in the President's plan.
Suin Hwang is working on another story that focuses on the "what if this all comes to pass" with

Source: https://www.industrydocuments.ucsf.edu/docs/lfkx0000

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specific reference to advertising and locking in our share of the market and the litigation implications. On the first story, I suggest Marc and I sit down face to face w/Alix tomorrow. Re: Suin's, how does the group want to handle? Pls advise.

Note for Woodward, Ellis

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From: Laufer, David

Date: Mon, Aug 14, 1995 4:01 PM

Subject: RE: Alix Friedman

To: Merlo, Ellen

Cc: Carraro, Tara; Coughlin, Mary; Daragan, Karen; Kiley, Debbie; McCormick, Brendan; Woodward, Ellis

Part one is tricky: It does not behoove us to let her erroneous assumption that a ban is in our interests stand, so we should correct her historical appreciation that the broadcast ban served as a barrier to entry. Marlboro's message, of all other brands, was least reliant on the broadcast medium. Also, just look at all the new brands launched since 1971. Esp. price value (which often did quite well without advertising at all, or at least image advertising -- Basic, as we know, fits this mold, and is virtually text only, black and white).
But the problem is, and this may be her real intent, then we could create the impression that we do not need advertising at all.
EM - let's discuss..

2047027759B

From: McCormick, Brendan on Mon, Aug 14, 1995 3:50 PM
Subject: RE: Alix Friedman
To: Laufer, David; Woodward, Ellis
Cc: Carraro, Tara; Coughlin, Mary; Daragan, Karen; Kiley, Debbie; Merlo, Ellen

Suein is working on a story that will look at what might happen if FDA's regs go into effect. She will be basing much of her story on what happened with the 1971 television ad ban. She said that the ad ban created a barrier for new brands that benefitted Marlboro and PM. She will speculate that the FDA regs would do the same. I let her know that there probably wasn't too much we could offer her as we don't speculate.

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